TouchTunes

Bar Rewards Training

July 24th 2018

CONFIDENTIAL

What is Bar Rewards?

Bar Rewards is TouchTunes' staff loyalty program where members are asked to encourage patrons in their locations to use the jukebox and are offered free credits and other perks in return

110,000+
Members

Good Times Bar & Grill
Toledo, Ohio

30,000+
Venues

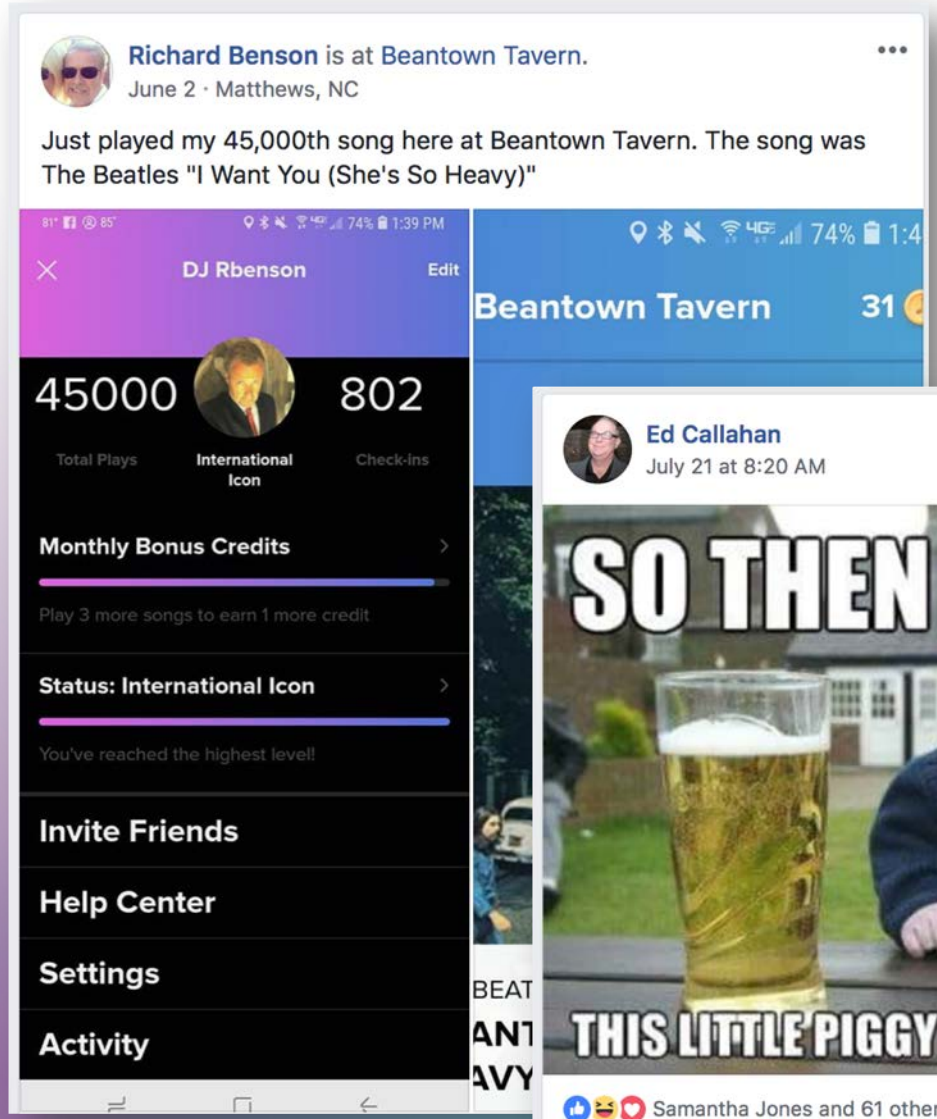
What's in it for YOU?

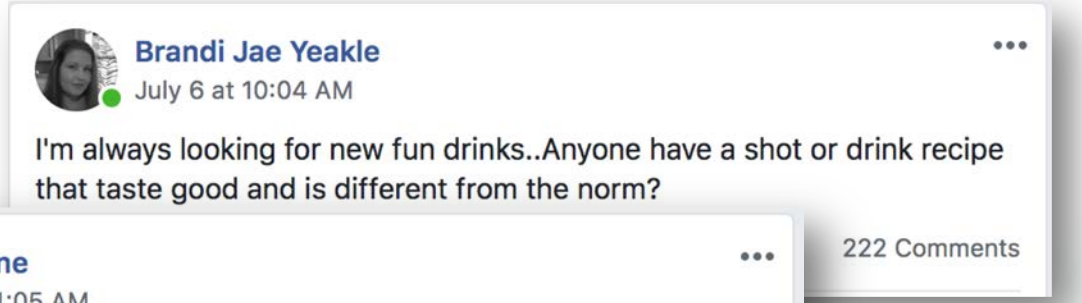
- **Bar Rewards Generates More Revenue!**
  - Approx. 3% more total revenue
  - Approx. 10% more mobile usage
- **Bar Rewards Delivers More Value!**
  - Gives staff members a vested interest in keeping the jukebox on and playing
  - Helps staff promote themselves and build relationships with their customers
  - Makes it easier for staff to influence the venue's vibe
  - Protects your venues from competing music services

What's in it for YOUR VENUES?

- **Free weekly credits** based on the number of unique users who check in at their location
- **Exclusive giveaways and promos** (Signed artist gear, gift cards, etc.)
- **Staff-Only Tools** in the TouchTunes app and Bar Rewards Portal
- **Private Facebook group** with over 22,000 members
  - https://www.facebook.com/groups/TouchTunesBarRewards
  - Ops are welcome to join, but are asked not to promote their business or engage with staff on non-service related issues. This forum is for venue staff.

Bar Rewards Facebook Page Posts



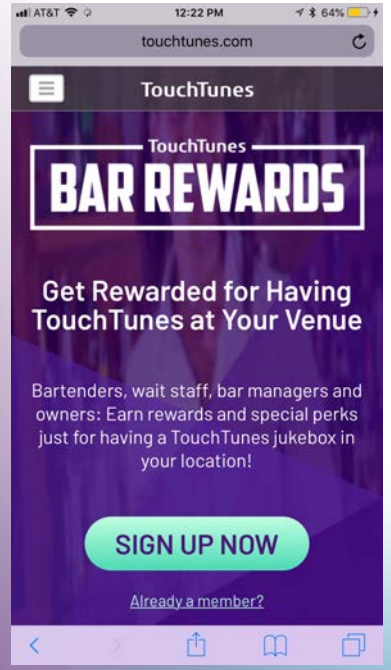


User Sign-Up

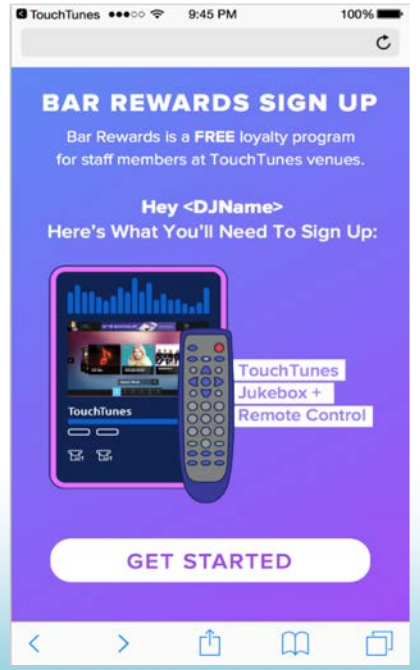
- If you're unsure which of your locations have Bar Rewards members, you can reach out to your inside sales rep to provide of list of **Members by Venue.**
- In Q4, we will be adding **a Tempo summary report** to show you member information
- TouchTunes suggests **targeting locations** with 0 or 1 members. Analysis shows that the "magic number" as far as member count is 2.
- **Best practices** from successful ops:
  - Always carry promo cards and Bar Rewards collateral with you when on the route
  - Try to get staff signed up when you're physically at a location, walking them through the process on their phone directly if needed
  - Offer other incentives (gift cards, cash, parties, etc.)

User Sign-Up (Cont.)

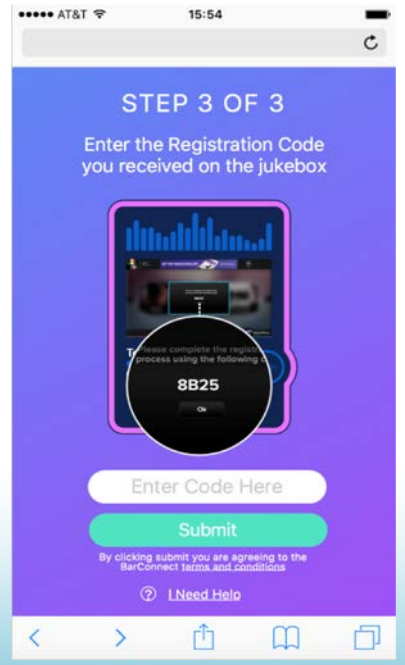
- **Bar Rewards users sign-up on their mobile device using a secure and easy process.**
- **Staff member visits touchtunes.com/barrewards**



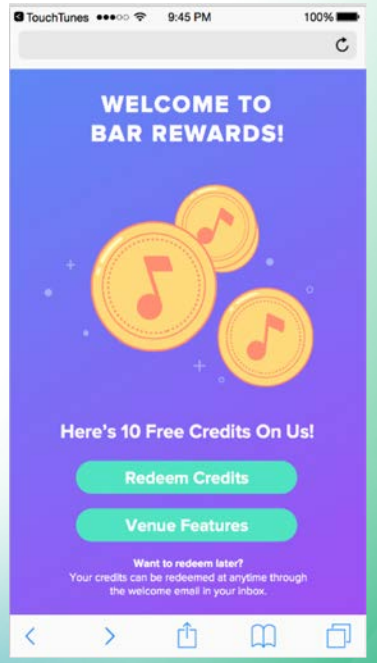
Auto-logged in using mobile app



User follows 3-step instructions



User is enrolled in Bar Rewards



Note: If the location has a Gen3 jukebox or a hard-wired remote users will need to sign-up using an alternative method.

Live Demo

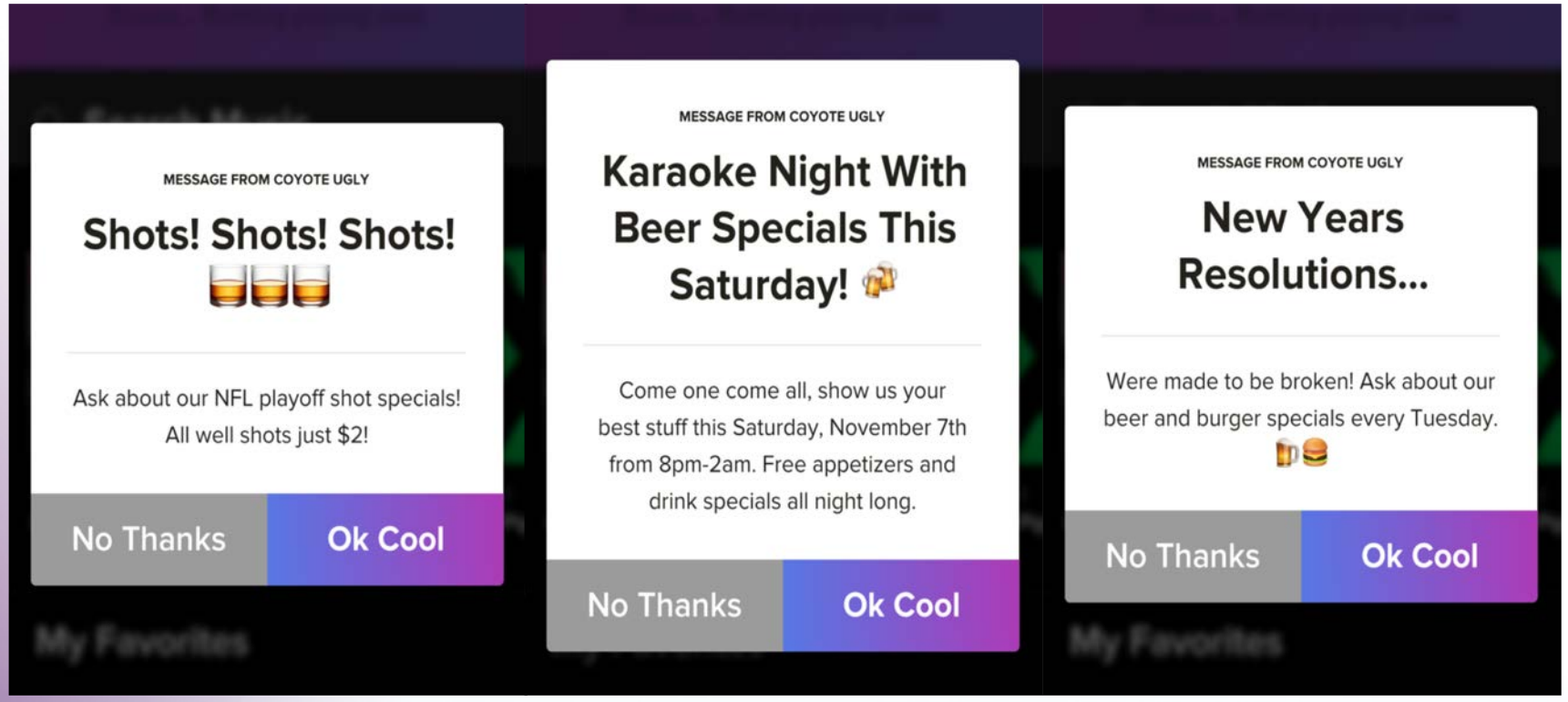
Staff Sign-Up Link

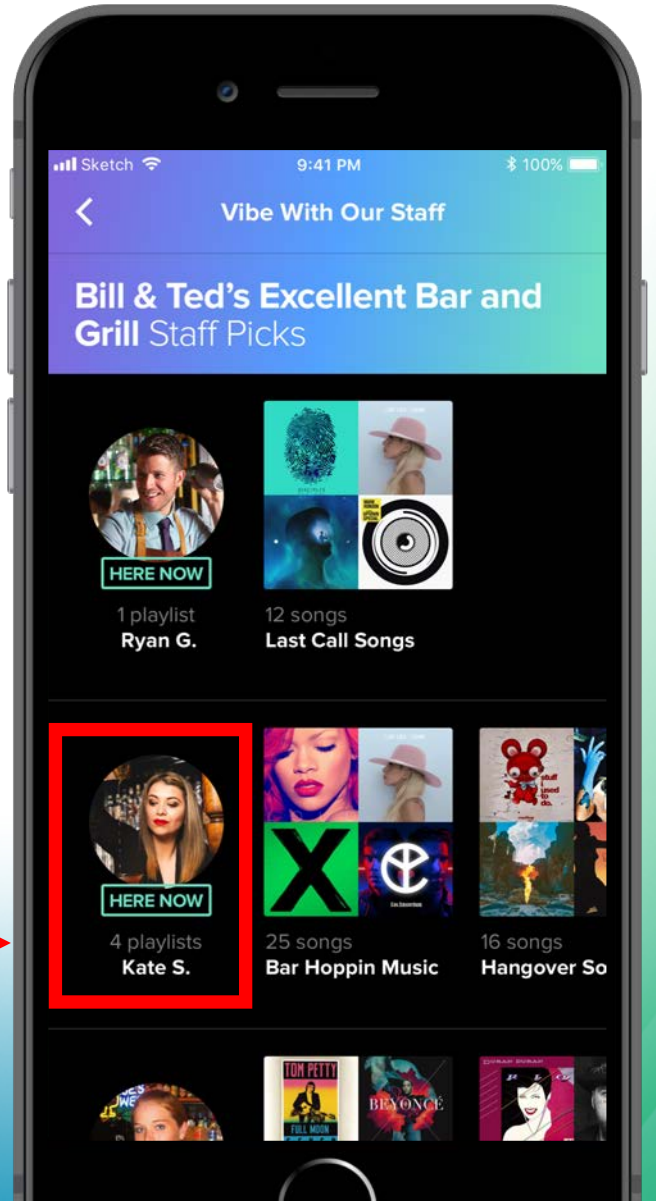
http://www.touchtunes.com/barrewards/

Manage Your Bar Rewards Locations/Members

https://tempo.touchtunes.com/

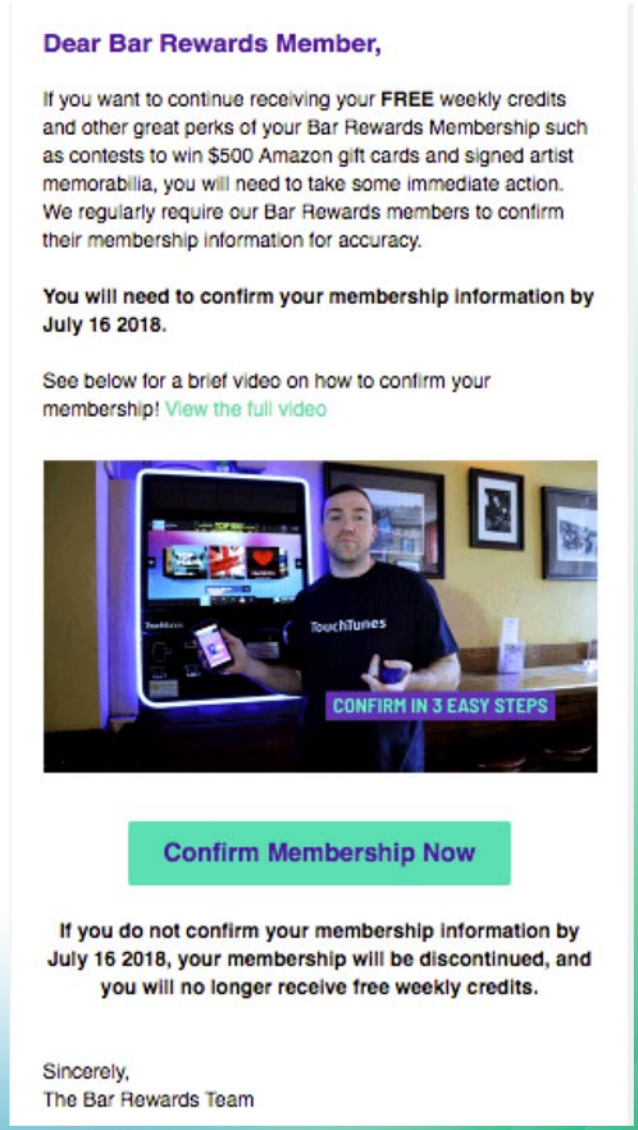
Staff Picks and Mobile Check-in Message





Member Validation

- For added security, Bar Rewards members are being asked to re-validate at their location **every six months** using the jukebox remote control to confirm employment (P2)
- This will help prevent users who no longer work at your venue from getting free credits & **protects the integrity and value** of the program
- If a member at your location has been asked to confirm their info, they need to log into the **Bar Rewards Portal** (touchtunes.com/barrewards) and complete the sign-up process using the remote control or juke ID
- For validation questions, refer users to BarRewards@touchtunes.com



Dear Bar Rewards Member,

If you want to continue receiving your **FREE** weekly credits and other great perks of your Bar Rewards Membership such as contests to win $500 Amazon gift cards and signed artist memorabilia, you will need to take some immediate action. We regularly require our Bar Rewards members to confirm their membership information for accuracy.

You will need to confirm your membership information by July 16 2018.

See below for a brief video on how to confirm your membership! View the full video

Confirm Membership Now

If you do not confirm your membership information by July 16 2018, your membership will be discontinued, and you will no longer receive free weekly credits.

Sincerely,
The Bar Rewards Team

What are Your Next Steps?

1. **Member List**
   Reach out to your sales rep (or email salessupport@touchtunes.com) to request a *Bar Rewards member by Venue* list

2. **Marketing Collateral**
   Request brochures / collateral from your sales rep (or download/print from *Tempo > Resources*) and purchase promo cards to have on hand

3. **Stop leaving money on the table!**
   Sign up as many locations as possible with at least 2 members to maximize your TouchTunes' investments